DOCUMENT RESUME

ED 112 202 95 CE 005 224

TITLE	Careermobile Project, 1971-74. Final Report.
INSTITUTION	Western Wisconsin Vocational, Technical, and Adult Education District, La Crosse.
SPONS AGENCY	Bureau of Occupational and Adult Education (DHEW/OE), Washington, D.C.
REPORT NO	VT-102-192
PUB DATE	May 75
NOTE	49p.
EDRS PRICE	MF-$0.76 HC-$1.95 Plus Postage
DESCRIPTORS	Adult Education; Audiovisual Aids; Audiovisual Centers; Career Education; *Career Planning; *Film Libraries; Library Collections; *Mobile Educational Services; *Occupational Guidance; *Occupational Information; Resource Materials; Secondary Education
IDENTIFIERS	Career Guidance; Wisconsin

ABSTRACT

The careermobile is designed to bridge the gap between education and work for urban and rural youth in the Western Wisconsin Vocational, Technical and Adult Education District by providing occupational and career guidance information through its vast audiovisual resource library. In order to develop its collection of audiovisual resources, an extensive nationwide search of filmstrips was conducted. The careermobile began its operation in 1972 with approximately 300 commercial career programs. Concurrent production of sound filmstrips at Western Wisconsin Technical Institute resulted in the development of additional career programs. Thirty-two schools were visited during the school years 1972-73 and 1973-74. Approximately 30,000 students received the opportunity to obtain information and guidance concerning career and occupational programs during that time period. Appended materials make up three-fourths of the document and include: a 20-page list of the careermobile's audiovisual materials, public relations materials, forms, an evaluation instrument, and an evaluation report. (VA)

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ED112202

FINAL REPORT

Project No. 0?-022-151-314

CAREERMOBILE PROJECT

1971-74

May, 1975

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WESTERN WISCONSIN VOCATIONAL, TECHNICAL AND ADULT EDUCATION DISTRICT
La Crosse, Wisconsin

(VT 102 192)

WESTERN WISCONSIN TECHNICAL INSTITUTE

CAREERMOBILE

1971-74

I. ORIGIN

In 1971, it was proposed that Western Wisconsin Technical Institute should create, staff and operate a trailer-based career information unit.

Thus, the Careermobile was originated in 1972 after districtwide interest in the project was expressed through an extensive counselor survey.

The rationale for the Careermobile are twofold:

1. To provide relevant occupational information to urban and rural youth of the Western Wisconsin Vocational, Technical and Adult Education District. The terrain of western Wisconsin is such that, in many instances, the smaller communities within the district are isolated from the cultural advantages which are available in the more metropolitan areas.
2. To provide a supportive audiovisual library of guidance and occupational materials which, because of prohibitive costs, are not generally available to all schools within the district.

The Careermobile, therefore, is designed to bridge the gap between education and work for urban and rural youth in the Western Wisconsin Vocational, Technical and Adult Education District by providing occupational and career guidance information through its vast audiovisual resource library.

The Careermobile is available to all schools in the district for at least one week each school year.

II. DEVELOPMENT

In order to develop the vast audiovisual library, an extensive nationwide search of career filmstrips was conducted. Over 50 percent of the audiovisual materials previewed were rejected, however, due to the poor quality of materials.

The Careermobile began its operation in 1972 with an audiovisual library of approximately 300 commercial career programs. Many of the programs, however, were duplicates of the same career. It also contained an Occu-Scan and various printed materials on careers. Concurrent production of sound filmstrips of the career programs at Western Wisconsin Technical Institute was begun. By the beginning of the first year of operation, 26 career programs offered at Western Wisconsin Technical Institute were presented on sound filmstrips. A Viewlex Super Viewers, Model 136, was chosen to present the sound filmstrips because of operating simplicity. All audiovisual materials were systematically catalogued to facilitate their expedient use. (Appendix I, pp. 8-27)

III. STAFFING

The Careermobile is staffed by a full-time career technician, who is responsible for scheduling, moving and operation of the unit. The Careermobile technician also assists students in locating the career materials, use of equipment, and in guidance relative to career information.

IV. EQUIPMENT

The trailer chosen for the Careermobile, owned by Western Wisconsin Technical Institute, is eight feet wide by 28 feet long and is equipped with filmstrips, cassette tapes, sound filmstrips, counters, storage cabinets, a row of five carrels, and a conference table.

V. SCHEDULING AND OPERATION OF THE CAREERMOBILE

Scheduling of the Careermobile for schools within the district is completed through the combined efforts of Cooperative Educational Services Association #11 (CESA) and the particular school to be visited. Thirty-two different schools were visited during the school years 1972-73 and 1973-74; the farthest school visited is 70 miles from La Crosse. During these two school years, approximately 30,000 students received the opportunity to obtain information and guidance concerning careers and occupational programs offered within the Western Wisconsin Vocational, Technical and Adult Education District.

Prior notice is sent to each school to announce the arrival date of the Careermobile; this includes a letter to the superintendent, principal and counselor. Announcements are also posted on the school's bulletin boards. (Appendix II, pp. 28-32)

Upon arrival at the school, the Careermobile is located at a spot which is convenient to student flow. The career technician orients the total school staff members to the audiovisual media format, resources, and operation of the unit, and discusses the schedule which is best suited to the needs of the school. The career technician offers materials, guidance and resources for use in teachers' classrooms and career-related class pro-

grams. Student visitation schedules are maintained by the school officials. Monitoring of student visitation to the Careermobile is accomplished through the use of the "Student Evaluation Form". (Appendix III, pp. 33-34) Student control is the responsibility of the school being visited.

Students, who visit the Careermobile for the first time, are given a five-minute orientation regarding the resources which are available as well as the operation of equipment. The students are then free to explore any of the career planning resources of interest to them. This, in turn, allows the career technician an opportunity to offer individual student guidance and assistance. By this schedule, approximately 15 students per class hour can be effectively accommodated.

During the summer months, county fairs are the major public gatherings in the rural areas of the Western Wisconsin Vocational, Technical and Adult Education District. Through the help of the Community Services Division of Western Wisconsin Technical Institute, a scheduled visitation to these events is a vital part of the service of the Careermobile. The summer months are also utilized to repair and service equipment, and to acquire both hardware and software.

VI. EVALUATION

The evaluation of the Careermobile is a threefold process:

1. Student Evaluation
2. School Response
3. Follow-Up Survey

A. Student Evaluation

Each student who visits the Careermobile is requested to complete a "Student Evaluation Form". This form offers students an opportunity to comment on hardware, software and services, as well as to make suggestions for improvement of the Careermobile. The perforated tear-off section on the "Student Evaluation Form" offers the students a space to note their career interests. This section is given to the school counselors for possible follow-up. At the end of each day, the career technician reads all student evaluations and notes the strengths and weaknesses of the day's operation. (Appendix III, pp. 33-34)

The student evaluation of the Careermobile provides the informational needs of those being served, and also forms a basis for software development and acquisition.

B. School Response

A "School Response Form" (Appendix IV, pp. 35-37) is given to the counselor and/or other school personnel at the conclusion of each schools's visit for completion and return to the project coordinator at Western Wisconsin Technical Institute. This form relates to publicity, facilities, software and services, and also encourages suggestions for improving the Careermobile. The "School Response Form" provides an ongoing evaluation instrument for the project coordinator so that the advisory committee and the career technician can adapt the services of the Careermobile to the changing needs of the school being served. In instances where suggestions were received from a number of evaluations, a program offering was modified.

For example, as a result of the evaluations, the second year's schedule was modified to more accurately reflect the student population in the various schools.

C. Follow-Up Survey

At the end of the 1972-73 school year, a "Careermobile Evaluation Counselor Response Survey" (Appendix V, pp. 38-44) was sent to each school. This survey measured grade levels served, student interests and teacher responses, strengths and weaknesses of the project, and the counselors' responses to the service.

The direct result of this evaluation indicates that the Careermobile has received an overwhelming positive response for its continued use.

VII. ADVISORY COMMITTEE

An advisory committee consisting of counselors, administrators, teachers, representatives of CESA #11 and Western Wisconsin Technical Institute was formed to provide direction and guidance for the operation of the Careermobile.

The advisory committee met as necessary, but at least three times each year.

VIII. CONCLUSIONS

Based on the operation of the Careermobile for the school years 1972-73 and 1973-74, it has been determined that:

1. The Careermobile proved to be a viable means of delivering career information to the geographically isolated schools within the Western Wisconsin Vocational, Technical and Adult Education District.
2. The Careermobile provided a strong supplement to the career and educational information services of the district and supplemented school career planning services.
3. The Careermobile and ancillary services stimulated a strong career education interest which has continued to be supported and developed through additional federal and local career education projects.
4. The success of this venture, as a project, has prompted a continuation of the service under district sponsorship and funding.
5. The service has been expanded to include visits to junior high schools and to some elementary schools within the district in subsequent years.

APPENDIX I

CAREER DIRECTORY

FOR THE

CAREER MOBILE

AN AUDIO-VISUAL SERVICE FOR THE

YOUTH AND ADULTS OF

WESTERN WISCONSIN VOCATIONAL, TECHNICAL AND ADULT EDUCATION DISTRICT

September, 1973

Western Wisconsin Technical Institute
H. R. Kumbier, Career Education Consultant
Bill Schenk, Career Technician

FSCA - Sound Filmstrip
C - Cassette Recording
F - Filmstrip

Location	Title	Format	Producer
CC5	Accountant	C	Edu.Prog.
G9	Accounting	FSCA	W.W.T.I.
P-15	Accounting Clerk	FSCA	W.C.T.I.
BB4	Accounting, Cost Analyst	C	Edu.Prog.
B8	Achieving Success in the World of Jobs	FSCA	Singer
AA4	Actor-Interview Tape	C	Edu.Prog.
D13	Adolescent-Know Thyself	FSCA	Eyegate
AA11	Advertising Account Executive-Interview Tape	C	Edu.Prog.
CC16	Advertising	C	I.I.L.
E11	Advertising Agency, The-Executive	FSCA	Eyegate
I-1	Advertising, Art Careers in	FSCA	Ed.Dim.
H4	Advertising, Writing Careers in-Copywriter	FSCA	Ed.Dim.
A14	Aero Space Sales Representative	FSCA	Eyegate
BB9	Agent, Theatrical	C	Edu.Prog.
P5	Agriculture-Careers in Animal Industry	FSCA	Voc.Edu.Prod.
P3	Agriculture-Crops, Careers	FSCA	Voc.Edu.Prod.
P4	Agriculture-Farm Machinery, Careers in, etc.	FSCA	Voc.Edu.Prod.
P8	Agriculture-Farm Services, Careers in	FSCA	Voc.Edu.Prod.
P1	Agriculture-Farm Supplies, Careers in	FSCA	Voc.Edu.Prod.
P2	Agriculture-Government Services, Careers in	FSCA	Voc.Edu.Prod.
P7	Agriculture-Horticulture, Careers in Ornamental	FSCA	Voc.Edu.Prod.
P6	Agriculture-Natural Resources Mgt., Careers in	FSCA	Voc.Edu.Prod.
G11	Air Conditioning & Refrigeration Technology	FSCA	W.W.T.I.
L14	Air Controllers	FSCA	Bowmar
A18	Air Craft Maintenance Mechanic	FSCA	Eyegate
L15	Aircraft Engine Mechanic	FSCA	Bowmar
L13	Air Frame Mechanics	FSCA	Bowmar
A12	Air Freight Agent	FSCA	Eyegate
A10	Aircraft Maintenance & Food	FSCA	Eyegate
K5	Airline Pilots Association	FSCA	Eyegate
B2	Airline Ticket Agent	FSCA	Eyegate
K6	American Federation of Musicians	FSCA	Eyegate
P5	Animal Industry, Careers in	FSCA	Voc.Ed.Prod.
CC17	Appliance Serviceman	C	I.I.L.
BB19	Architect-Interview Tape	C	Edu.Prog.
BB17	Army	C	Edu.Prog.
K13	Architectural Draftsmen	FSCA	Bowmar
H10	Artist, Careers in the Fine Arts	FSCA	Ed.Dim.
H13	Artist, Careers in Illustration	FSCA	Ed.Dim.
BB8	Artist, Commercial	C	Edu.Prog.
G14	Artist, Commercial	FSCA	W.W.T.I.
DD6	Artist, Commercial	C	
E8	Artist, The Commercial	FSCA	Eyegate
CC18	Assembler	C	I.I.L.
F12	Auto Body	FSCA	W.W.T.I.
B10	Auto Mechanic	FSCA	Eyegate
BB23	Auto Mechanic	C	Edu.Prog.
F13	Auto Mechanics	FSCA	W.W.T.I.
12	Automation	FS	P.S.A.V.
59	Automobile Service Station, The	FSCA	Eyegate
01	Automotive Repair-Overview	FSCA	Accoustifone
I-3	Automotive Sales Representative	FSCA	Eyegate

Location	Title	Format	Producer
E4	Baker, The	FSCA	Eyegate
L3	Bank Tellers	FSCA	Bowmar
BB4	Banker	C	Edu.Prog.
E13	Banker, The	FSCA	Eyegate
CC11	Barber	C	W.W.T.I.-Edu.Prog.
37	Barber, The Neighborhood	FS	Eyegate
55	Beautician, The Neighborhood	FS	Eyegate
BB14	Beauty Operator-Cosmetologist	C	Edu.Prog.
CC19	Biologist	C	I.I.L.
D6	Blue Print for Money Management, A	FSCA	Singer
02	Brake & Suspension Specialist	FSCA	Accoustifone
I-9	Bricklayer, The	FSCA	Eyegate
J1	Building Maintenance, Working in	FSCA	Eyegate
016	Building Maintenance Man	FSCA	Accoustifone
AA13	Business Consultant-Interview Tape	C	Edu.Prog.
F9	Business Machines	FSCA	W.W.T.I.
J2	Business Machines, Working with	FSCA	Eyegate
E16	Butcher, The	FSCA	Eyegate
D8	Buying Wisely	FSCA	Eyegate
K18	Cabbages to Kings & Various Things-Overview	FSCA	Bowmar
33	Career Planning in a Changing World	FS	P.S.A.V.
DD17	Carpenter	C	I.I.L.
I-13	Carpenter, Finishing	FSCA	Eyegate
I-14	Carpenter, The Roughing	FSCA	Eyegate
K14	Carpenters	FSCA	Bowmar
72	Cashier, Would You Like To Be?	FSCA	Eyegate
M15	Chemical Engineering	FSCA	U.of U.
CC20	Chemist	C	I.I.L.
DD22	Chief Engineer	C	I.I.L.
CC7	Civil Engineer	C	Edu.Prog.
M16	Civil Engineering	FSCA	U.of U.
K15	Civil Engineering Technicians	FSCA	Bowmar
19	Civil Service Jobs	FS	F.O.M.
F10	Clerk Typist, Clerk Steno., Secretary	FSCA	W.W.T.I.
26	College, Finding Out About	FS	F.O.M.
N5	College Story	FSCA	U.of U.
Q-17	Community Worker	FSCA	Guidance Associates
M4	Compassion for People-Overview	FSCA	Bowmar
AA9	Computer Programmer-Interview Tape	C	Edu.Prog.
M17	Computer Science	FSCA	U.of U.
H16	Computers, Careers in the World of-Part I	FSCA	Ed.Dim.
H17	Computers, Careers in the World of-Part II	FSCA	Ed.Dim.
H18	Computers, Careers in the World of-Part III	FSCA	Ed.Dim.
I12	Concrete Block Layer, The	FSCA	Eyegate
BB16	Conservationist-Forester	C	Edu.Prog.
Q-15	Construction Worker	FSCA	Guidance Associates
A11	Control Tower Operator	FSCA	Eyegate
I-5	Cook	FSCA	Eyegate

Location	Title	Format	Producer
CC12	Cooks and Chefs	C	W.W.T.I.
BB14	Cosmetologist-Beauty Operator	C	Edu.Prog.
C10	Counseling in Vocational Decisions	FSCA	Sing.r
	Counseling Today & Tomorrow	C	Gazda/Arbuckle
	Counseling Today & Tomorrow	C	Ginzberg/Hoyt
	Counseling: Today & Tomorrow	C	Hansen/Zimpfer
	Counseling: Today & Tomorrow	C	Odell/Healy/Munson
	Counseling Today & Tomorrow	C	Smith/Lewis
	Counseling Today & Tomorrow	C	Vriend/Dyer
CC21	Counselor	C	I.I.L.
AA21	Court Reporter-Stenographer	C	Edu.Prog.
L7	Credit Counselors	FSCA	Bowmar
P3	Crops, Careers in	FSCA	Voc.Edu.Prod.
E6	Dairyman, The	FSCA	Eyegate
G10	Data Processing	FSCA	W.W.T.I.
I-4	Data Processing Clerk	FS	Eyegate
F1	Data Processing Machine Operator	FSCA	W.W.T.I.
L2	Decoder Operators	FSCA	Bowmar
A5	Dental Assistant	FSCA	Coronet
G2	Dental Assistant	FSCA	W.W.T.I.
AA8	Dental Hygienist-Interview Tape	C	Edu.Prog.
DD15	Dental Hygienist	C	I.I.L.
A6	Dental Laboratory Technician	FSCA	Coronet
DD9	Dental Technician	C	I.I.L.
AA2	Dentist-Interview Tape	C	Edu.Prog.
B4	Department Store, Job Opportunities in a	FSCA	Singer
N15	Detective	FSCA	Accoustifone
J15	Diet Clerk & Fry Cook	FSCA	Eyegate
AA24	Dietician	C	Edu.Prog.
66	Do You Like Flowers?	FS	Eyegate
70	Do You Like Sports?	FS	Eyegate
68	Do You Love Animals?	FS	Eyegate
AA23	Doctor	C	Edu.Prog.
58	Doctor, The Neighborhood	FS	Eyegate
H5	Drafting, Careers in-Part I	FSCA	Ed.Din.
H6	Drafting, Careers in-Part II	FSCA	Ed.Dim.
G1	Drafting, Mechanical	FSCA	W.W.T.I.
CC22	Draftsman	C	I.I.L.
CC10	Driver Salesman	C	Edu.Prog.
AA18	Druggist-Pharmacist	C	Edu.Prog.
07	Ecology, Occupations in-Overview	FSCA	Accoustifone
BB7	Editor	C	Edu.Prog.
48	Education and the Teacher	FS	Eyegate
M18	Electrical Engineering	FSCA	U.of U.

Location	Title	Format	Producer
F7	Electrical Power Technician	FSCA	W.W.T.I.
B14	Electrician	FS	Eyegate
AA1	Electrician-Interview Tape	C	Edu.Prog.
K12	Electricians	C	Bowmar
M2	Electro Mechanical Assemblers	FSCA	Bowmar
G7	Electroencephalograph Assistant	FSCA	W.W.T.I.
BB22	Electronic Assembler	C	Edu.Prog.
F18	Electronic Servicing	FSCA	W.W.T.I.
CC8	Electronic Technician	C	Edu.Prog.
G13	Electronic Technician	FSCA	W.W.T.I.
L17	Electronic Technicians	FSCA	Bowmar
L18	Electronics, The Age of-Overview	FSCA	
63	Electronics Assembler? How About Being An	FS	Eyegate
DD18	Elementary Teacher	C	I.I.L.
D15	Emotional Development	FSCA	Eyegate
AA16	Employment Counselor	C	Edu.Prog.
03	Engine Repair Specialist	FSCA	Accoustifone
M15	Engineer, Chemical	FSCA	U.of U.
CC7	Engineer, Civil	C	Edu.Prog.
N7	Engineering Assistant	FSCA	Bowmar
M16	Engineering, Civil	FSCA	U.of U.
M18	Engineering, Electrical	FSCA	U.of U.
N2	Engineering, Industrial	FSCA	U.of U.
N1	Engineering, Materials Science and	FSCA	U.of U.
N4	Engineering, Mechanical	FSCA	U.of U.
M13	Engineering, Metallurgical	FSCA	U.of U.
C4	Environment, The State of Our	FSCA	Olympus
C6	Environmental Careers	FSCA	Olympus
C5	Environmental Problems, Solutions to	FSCA	Olympus
M1	Environmental Test Technicians	FSCA	Bowmar
N8	Equipment Rental Assistant	FSCA	Bowmar
I-16	Exterior Painter, The	FSCA	Eyegate
E7	Factory Worker, The	FSCA	Eyegate
Q-16	Factory Worker	FSCA	Guidance Associates
P4	Farm Machinery, Careers in, etc.	FSCA	Voc.Edu.Prog.
P8	Farm Services, Careers in	FSCA	Voc.Edu.Prog.
P1	Farm Supplies, Careers in	FSCA	Voc.Edu.Prog.
H7	Fashion Design, Careers in	FSCA	Ed.Dim.
AA6	Fashion Merchandising-Buyer-Interview Tape	C	Edu.Prog.
CC13	F.B.I.	C	W.W.T.I.
H8	Film Making, Careers in-Part I	FSCA	Ed.Dim.
H9	Film Making, Careers in-Part II	FSCA	Ed.Dim.
46	Fire and Fire Fighters	FS	Eyegate
CC4	Fireman	C	Edu.Prog.
DD25	Fireman-Watertender	C	I.I.L.
61	Fish Store, The Neighborhood	FS	Eyegate
A17	Flight Engineer	FSCA	Eyegate
H3	Food Merchandising-Marketing	FSCA	W.W.T.I.

Location	Title	Format	Producer
08	Food Processing Laboratory Technician	FSCA	Accoustifone
N9	Food Service Assistant	FSCA	Bowmar
J3	Food Services, Working in	FSCA	Eyegate
BB16	Forester	C	Edu.Prog.
011	Forestry Technician	FSCA	Accoustifone
C18	Free Time is not so Free	FSCA	Eyegate
E5	Fruit and Vegetable Store, The	FSCA	Eyegate
04	Fuel & Electrical Systems Specialist	FSCA	Accoustifone
M1J	Fuels Engineering	FSCA	U.of U.
M11	Geology	FSCA	U.of U.
M12	Geophysics	FSCA	U.of U.
CC3	Golf Professional	C	Edu.Prog.
C15	Government & 100 Million People	FSCA	Eyegate
P2	Government Services, Careers in	FSCA	Voc.Edu.Prod.
H11	Graphic Art, Careers in-Part I	FSCA	Ed.Dim.
H12	Graphic Art, Careers in-Part II	FSCA	Ed.Dim.
DDi2	Grocery Store Clerk	C	I.I.L.
D2	Have You Tried?	FSCA	Eyegate
20	Health, Careers in	FS	P.S.A.V.
K1	Health Careers-Part I	FSCA	S.F.Med.Society
	Licensed Vocational Nurse		
	Medical Stenographer		
	Surgical Technician		
	Tissue Technician		
	ECG (EKG) Technician		
	EEG Technician		
	Inhalation Therapist		
	Medical Assistant		
	X-ray Technologist		
	Cyto-Technologist		
	Registered Nurse (R.N.)		
	Orthoptist		
	Medical Records Librarian		
	Medical Technologist		
	Medical Illustrator		
	Physical Therapist		
	Occupational Therapist		
	Dietitian		
	Nuclear Medical Technologist		
	Audiologist		
	Speech Therapist		
	Medical Librarian		
	Medical Social Worker		

Location	Title	Format	Producer
K2	Health Careers-Part II Medical Secretary Electroencephalograph-Technicians Electrocardiogram-Technicians Inhalation Therapist Practical Nursing Operating Room Assistant-Surgical Technician Hestology Technician-Lab. Tech.	FSCA	S.F.Med.Society
K3	Health Careers-Part III Technologist Orthopedic Assistant Computer Personnel Dental Hygienist Cyto-Technologist Medical Assistant	FSCA	S.F.Med.Society
K4	Health Careers-Part IV Physical Therapy Occupational Therapy Speech Pathology-Therapy Audiology Orthoptics	FSCA	S.F.Med.Society
015	Heating & Air Conditioning Serviceman	FSCA	Accoustifone
K16	Heavy Equipment Operators	FSCA	Bowmar
D511	Heavy Machine Operator	C	I.I.L.
A9	Hospital Administrative Jobs	FSCA	Eyegate
J10	Hospital Food Service Workers	FSCA	Eyegate
B7	*Hospital, Job Opportunities in a	FSCA	Singer
R-6	Hospital Occupations	FSCA	Hospital Council
67	Hospital Work? Would You Like	FS	Eyegate
I-17	Hospital, Working in a	FSCA	Eyegate
D12	How to Adjust	FSCA	Eyegate
39	How to Find a Job For Yourself	FS	F.O.M.
37	How to Get a Job and Keep It	FS	P.S.A.V.
34	How to Study Occupations	FS	P.S.A.V.
10	How to Take a Test	FS	Singer
C16	Humanity and the Need for Change	FSCA	Eyegate
	*Hospital Occupations-A Look in the Future	FSCA	Hospital Council
C2	In Training	FSCA	Eyegate
C11	Individual and Education, The	FSCA	Eyegate
N2	Industrial Engineering	FSCA	U.of U.
M8	Inhalation Therapist	FSCA	Bowmar
J7	Inhalation Therapy Technician	FSCA	Eyegate
CC6	Insurance Salesman	C	Edu.Prog.
27	Interests Pay Off	FS	P.S.A.V.
K9	International Brotherhood of Electrical Workers	FSCA	Eyegate
K10	International Ladies Garment Workers Union	FSCA	Eyegate
C9	Introduction to Vocations, An	FSCA	Singer

Location	Title	Format	Producer
L4	Investment Account Executives	FSCA	Bowmar
R-4	It's Happening in Home Economics	FSCA	Guidance Associates
A13	Jet Captain	FSCA	Eyegate
B1	Jet Engine Mechanics	FSCA	Eyegate
Q11	Job Hunting: Where to Begin, Part I	FSCA	Guidance Associates
Q12	Job Hunting: Where to Begin, Part II	FSCA	Guidance Associates
41	Job Interview, The	FS	Eyegate
Q5	Job That Goes Someplace, Part I	FSCA	Guidance Associates
Q6	Job That Goes Someplace, Part II	FSCA	Guidance Associates
R1	Jobs & Gender, Part I	FSCA	Guidance Associates
R2	Jobs & Gender, Part II	FSCA	Guidance Associates
Q13	Jobs for High School Students, Part I	FSCA	Guidance Associates
Q14	Jobs for High School Students, Part II	FSCA	Guidance Associates
N10	Jobs for the Now Generation-Overview	FSCA	Bowmar
N18	Juvenile Officer	FSCA	Accoustifone
71	Key Punch Operator, How About Being a	FS	Eyegate
D4	Killing Time & Yourself	FSCA	Eyegate
C3	Know-How and Your Future	FSCA	Eyegate
DD19	Laundry Routeman	C	I.I.L.
BB18	Lawyer-Interview Tape	C	Edu.Prog.
13	Learning Efficiently and Effectively	FS	F.O.M.
	Learning and Reading Skills	FS	
C17	Leisure Time on a Shoestring	FSCA	Eyegate
D10	Let the Buyer Beware	FSCA	Singer
BB6	Librarian	C	Edu.Prog.
51	Library and the Librarian, The	FS	Eyegate
1	Listening and Reading Skills	FS	Singer
C1	Look at the Future	FSCA	Eyegate
F14	Machine Tool Operation	FSCA	W.W.T.I.
CC24	Machinist	C	I.I.L.
CC2	Machinist, Tool & Die Maker	C	Edu.Prog.
J11	Maintenance Mechanic & Electrical & Custodian	FSCA	Eyegate
O14	Major Appliance Repairman	FSCA	Accoustifone
D7	Making Credit Work For You	FSCA	Singer
C14	Man and the Physical Environment	FSCA	Eyegate
J16	Man Has Wings-Overview	FSCA	Bowmar

Location	Title	Format	Producer
I-18	Manufacturing, Working in	FSCA	Eyegate
32	Marriage and a Career	FS	F.O.M.
N1	Materials Science & Engineering	FSCA	U.of U.
29	Meaning of Work, The	FS	P.S.A.V.
G16	Mechanical Design Tech.	FSCA	W.W.T.I.
G1	Mechanical Drafting	FSCA	W.W.T.I.
N4	Mechanical Engineering	FSCA	U.of U.
I-6	Medical Assistant	FSCA	Eyegate
J13	Medical Assistant	FSCA	Eyegate
G3	Medical Assistant	FSCA	W.W.T.I.
A1	Medical Laboratory Assistant	FSCA	Coronet
G17	Medical Laboratory Technician	FSCA	W.W.T.I.
A7	Medical Photographer	FSCA	Coronet
G18	Medical Records Technician	FSCA	W.W.T.I.
CC23	Medical Technician	C	I.I.L.
AA25	Medical Technologist	C	Edu.Prog.
CC25	Medical X-ray Technician	C	I.I.L.
D16	Mental Development	FSCA	Eyegate
M9	Mental Health Aide	FSCA	Bowmar
M13	Metallurgical Engineering	FSCA	U.of U.
P18	Metal Processing Technology	FSCA	W.C.T.I.
M14	Meterology	FSCA	U.of U.
N3	Mineralogy	FSCA	
	Mining & Geological Engineering	FSCA	U. of U.
AA15	Minister	C	Edu.Prog.
AA3	Model, Fashion-Interview Tape	C	Edu.Prog.
43	Money For Further Education	FS	F.O.M.
L5	Money Tree, The	FSCA	Bowmar
14	Motivation a Key to Achievement	FS	F.O.M.
018	Motorcycle Repairman	FSCA	Accoustifone
N13	Municipal Law Enforcement-Overview	FSCA	Accoustifone
DD16	Musician	C	I.I.L.
K11	Nation's Builders	FSCA	Bowmar
L-1	New Account Clerks	FSCA	Bowmar
22	New Career Opportunities	FS	P.S.A.V.
62	Newspaper Store, The Neighborhood	FS	Eyegate
J8	Nuclear Technician	FSCA	Eyegate
J14	Nurse	FSCA	Eyegate
E9	Nurse, The	FSCA	Eyegate
J9	Nurses Aid, The	FSCA	Eyegate
A8	Nurses AIDE	FSCA	Coronet
M6	Nurse, Licensed Practical	FSCA	Bowmar
54	Nurse, The Neighborhood	FS	Eyegate
DD1	Nurse, Practical	C	I.I.L.
DD2	Nurse, Registered	C	I.I.L.
BB15	Nurse-Registered	C	Edu.Prog.
M5	Nurse, Registered Professional	FSCA	Bowmar

Location	Title	Format	Producer
69	Office Work, How About	FS	Eyegate
A4	Optical Technician	FSCA	Coronet
A3	Optometric Assistant	FSCA	Coronet
56	Optometrist, The Neighborhood	FS	
M7	Orthotist	FSCA	Bowmar
E15	Our Neighborhood Laundry	FSCA	Eyegate
06	Paint & Body Specialist	FSCA	Accoustifone
I16	Painter, Exterior	FSCA	Eyegate
I-15	Painter, Interior	FSCA	Eyegate
BB12	Park Director-Recreation Worker	C	Edu.Prog.
N11	Park & Recreation Ass't.	FSCA	Bowmar
L12	Passenger Service Agent	FSCA	Bowmar
A16	Passenger Service Representative	FSCA	Eyegate
N14	Patrolman	FSCA	Accoustifone
AA18	Pharmacist-Druggist	C	Edu.Prog.
60	Pharmacist, The Neighborhood	FS	Eyegate
BB25	Photographer	C	Edu.Prog.
H14	Photography, Careers in	FSCA	Ed.Dim.
J17	Photography Is. . .	FSCA	Eastman Kodak
J18	Photography-Worlds Within Worlds	FSCA	Eastman Kodak
D14	Physical Development	FSCA	Eyegate
BB1	Physical Therapist	C	Edu.Prog.
AA23	Physician-Doctor	FS	Edu.Prog.
BB2	Pilot, Airline	C	Edu.Prog.
L-11	Pilot Flight Instructor	FSCA	Bowmar
25	Planning Ahead After High School	FSCA	F.O.M.
I-11	Plasterer, The	FSCA	Eyegate
P-9	Plastics, Forming and Design	FSCA	Accoustifone
P-13	Plastic Lay-Up Man	FSCA	Accoustifone
P-14	Plastics-Machine Operator	FSCA	Accoustifone
P-11	Plastics-Mold Maker	FSCA	Accoustifone
P-12	Plastics-Mold Setter	FSCA	Accoustifone
P-10	Plastics-Patternmaker/Foam Die Maker	FSCA	Accoustifone
I-8	Plumber, The	FSCA	Eyegate
DD3	Plumber-Pipefitter	C	I.I.L.
N17	Police Intern	FSCA	Accoustifone
N16	Police Laboratory Technician	FSCA	Accoustifone
DD4	Policeman	C	I.I.L.
CC14	Police Officers	C	W.W.T.I.
45	Police and Police Protection	C	Eyegate
AA7	Policewoman-Interview Tape	C	Edu.Prog.
47	Post Office and Postal Workers, The	FS	Eyegate
G4	Practical Nursing	FSCA	W.W.T.I.
Q7	Preparing for the Jobs of the Seventies, Part I	FSCA	Guidance Associates
Q8	Preparing for the Jobs of the Seventies, Part II (Emphasizes Atomic Energy Jobs)	FSCA	Guidance Associates
Q9	Preparing for the World of Work, Part I	FSCA	Guidance Associates
Q10	Preparing for the World of Work, Part II	FSCA	Guidance Associates

Location	Title	Format	Producer
2	Preparing to Study	FS	Singer
B15	Printer	FSCA	Eyegate
DD5	Printer	C	I.I.L.
J4	Printing Industry, Working in the	FSCA	Eyegate
F15	Printing, Printing & Publishing	FSCA	W.W.T.I.
21	Psychology of Learning, The	FS	F.O.M.
DD14	Public Relations	C	I.I.L.
AA12	Radio Broadcaster-Interview Tape	C	Edu.Prog.
DD24	Radio Officer	C	I.I.L.
A2	Radiology Technician	FSCA	Coronet
H1	Radiology Technician	FSCA	W.W.T.I.
P16	Real Estate	FSCA	W.C.T.I.
K17	Real Estate Appraisers	FSCA	Bowmar
N12	Real Estate Mgt. Trainee	FSCA	Bowmar
I-2	Real Estate Sale	FSCA	Eyegate
CC9	Realtor	C	Edu.Prog.
B12	Receptionist	FSCA	Eyegate
BB24	Recording Producer-Music	C	Edu.Prog.
49	Recreation Park & Playground Workers	FS	Eyegate
BB12	Recreation Worker-Park Director-Interview Tape	C	Edu.Prog.
F11	Refrigeration Servicing	FSCA	W.W.T.I.
013	Repair & Maintenance-Overview	FSCA	Accoustifone
BB13	Reporter	C	Edu.Prog.
B9	Requirements in the World of Jobs	FSCA	Singer
B6	Restaurant, Job Opportunities in a	FSCA	Singer
BB20	Restaurant Manager-Waiter	C	Edu. Prog.
E12	Retail Clerk	FSCA	Eyegate
L9	Retail Department Heads	FSCA	Bowmar
L8	Retail Food Clerks	FSCA	Bowmar
L6	Retail Sales Associates	FSCA	Bowmar
DD7	Retail Saleswoman	C	I.I.L.
I-7	Roofer, The	FSCA	Eyegate
P17	Safety Technician	FSCA	W.C.T.I.
16	Salaried Workers or Self-Employed	FS	F.O.M.
AA14	Salesman	C	Edu.Prog.
53	Sanitation and the Sanitation Workers	FS	Eyegate
012	Sanitation Technician	FSCA	Accoustifone
D9	Saving to Reach Your Goals	FSCA	Singer
24	Scholarships & Loans for Continuing Education	FSCA	F.O.M.
18	Science, Careers in	FS	F.O.M.
AA17	Scientist, Research	C	Edu.Prog.
DD13	Secondary Teacher	C	I.I.L.
BB10	Secretary	C	Edu.Prog.
F10	Secretary-Medical, Legal, Adm.	FSCA	W.W.T.I.

Location	Title	Format	Producer
C7	Seeing the Whole Picture	FSCA	Eyegate
C12	Self-Defeat and Intellectuality	FSCA	Eyegate
J6	Service Station, Working in a	FSCA	Eyegate
B16	Sheet Metal Worker	FSCA	Eyegate
B18	Sheet Metal Worker Building Trades	FSCA	Eyegate
DD23	Ship's Captain	C	I.I.L.
E18	Shoemaker, The	FSCA	Eyegate
I-10	Sider, The	FSCA	Eyegate
30	Skills that Pay Off	FS	F.O.M.
B3	Sky Cap & Baggage Handler	FSCA	Eyegate
017	Small Engine Repairman	FSCA	Accoustifone
38	So You Want a Summer Job	FS	P.S.A.V.
D11	Social Development	FSCA	Eyegate
52	Social Service and the Social Worker	FS	Eyegate
BB11	Social Worker	C	Edu.Prog.
09	Soil Conservation Technician	FSCA	Accoustifone
L10	Specialty Retail Sales	FSCA	Bowmar
DD20	Stationary Engineer	C	I.I.L.
A15	Stewardess	FSCA	Eyegate
AA5	Stewardess-Interview Tape	C	Edu.Prog.
BB21	Stock Broker-Interview Tape	C	Edu.Prog.
B5	Super Market, Job Opportunities in a	FSCA	Singer
J5	Super Market, Working in a	FSCA	Eyegate
E17	Tailor, The	FSCA	Eyegate
E10	Teacher, The-2nd grade	FSCA	Eyegate
BB3	Teacher, College	C	Edu.Prog.
AA19	Teacher, High School	C	Edu.Prog.
CC1	Teaching Assistant-Nursery School	C	Edu.Prog.
AA20	Technical Writer	C	Edu.Prog.
L-16	Technical Writers	FSCA	Bowmar
F7	Technician, Electrical Power	FSCA	W.W.T.I.
CC8	Technician, Electronic	C	Edu.Prog.
G13	Technician, Electronic	FSCA	W.W.T.I.
G16	Technician, Mechanical Design	FSCA	W.W.T.I.
C13	Technology and the Individual	FSCA	Eyegate
AA22	Telephone Operator	C	Edu.Prog.
H15	Television Production, Careers in	FSCA	Ed.Dim.
Q18	TV Repairman	FSCA	Guidance Associates
B11	TV and Radio Repair	FSCA	Eyegate
DD8	TV & Radio Serviceman	C	I.I.L.
BB9	Theatrical Agent	C	Edu.Prog.
R5	Timber Producer Aide	FSCA	Nicolet T.I.
D1	Time to be Yourself	FSCA	Eyegate
CC2	Tool & Die Maker	C	Edu.Prog.
B13	Tool & Die Maker	FSCA	Eyegate
DD21	Tool & Die Maker	C	I.I.L.
	Trades	FS	
05	Transmission Specialist	FSCA	Accoustifone

Location	Title	Format	Producer
50	Transportation & Transportation Workers	FS	Eyegate
DD10	Truck Driver, Local	C	I.I.L.
K5	Unions: Airline Pilots Ass'n.	FSCA	Eyegate
K6	Unions: American Federation of Musicians	FSCA	Eyegate
K9	Unions: International Brotherhood of Electrical Workers	FSCA	Eyegate
K10	Unions: International Ladies Garment Workers	FSCA	Eyegate
K8	Unions: United Automobile Workers	FSCA	Eyegate
K7	Unions: United Federation of Teachers	FSCA	Eyegate
K8	United Automobile Workers	FSCA	Eyegate
K7	United Federation of Teachers	FSCA	Eyegate
	USOE Career Education, Part I	FSCA	
	USOE Career Education, Part II	FSCA	
AA10	Veterinarian-Interview Tape	C	Edu.Prog.
31	Volunteer Work	FS	P.S.A.V.
BB20	Waiter-Restaurant Manager	C	Edu.Prog.
65	Want to Work in a Laundry	FS	Eyegate
E14	Watchmaker & Jeweler, The	FSCA	Eyegate
010	Water Plant Operator	FSCA	Accoustifone
F16	Welding	FSCA	W.W.T.I.
3	What are Job Families?	FS	Singer
8	What Do You Like To Do?	FS	Singer
5	What Good is School?	FS	Singer
7	What is a Job?	FS	Singer
B17	What is Your Future in the Changing World of Work?	FSCA	Eyegate
9	What to Ask, How & Where to Find the Answers-Part I	FS	Singer
11	What to Ask, How & Where to Find the Answers-Part II	FS	Singer
Q1	What You Should Know Before You Go to Work, Part I	FSCA	Guidance Associates
Q2	What You Should Know Before You Go to Work, Part II	FSCA	Guidance Associates
35	What Vocational Studies Can Do For You	FS	F.O.M.
40	When You Go To Work	FS	F.O.M.
36	Where Will You Live and Work	FS	P.S.A.V.
44	Which College For Me	FS	F.O.M.
4	Who Are You?	FS	Singer
6	Why Study?	FS	Singer

Location	Title	Format	Producer
D5	Why You Need Consumer Know How	FSCA	Singer
R3	Why Work at All?	FSCA	Guidance Associates
D17	Wisconsin, University of	FSCA	La Crosse
	Wisconsin, University of	FSCA	River Falls
D3	Work for What	FSCA	Eyegate
C8	World of Work, The	FSCA	Singer
23	Worried About College	FS	F.O.M.
64	Would You Like to Sell?	FS	Eyegate
AA20	Writer, Technical	C	Edu.Prog.
H4	Writing Careers in Advertising	FSCA	Ed.Dim.
J12	X-ray Technician	FSCA	Eyegate
A2	X-ray Technician	FSCA	Coronet
H1	X-ray Technician	FSCA	W.W.T.I.
42	Your Job Outlook	FS	P.S.A.V.
28	Your Life of Work	FS	F.O.M.
15	Your Occupation-Student	FS	F.O.M.
Q3	Your Personality: The You Others Know, Part I	FSCA	Guidance Associates
Q4	Your Personality: The You Others Know, Part II	FSCA	Guidance Associates

LOCATION	TITLE	FORMAT	PRODUCER
EE 1	Adjuster-Claimsman	C	Gordon Flesch Co.
T4	Agriculture, Careers in Part I	FSCA	Pathescope
T5	Agriculture, Careers in Part II	FSCA	Pathescope
HH 6	Aircraft-Fueler	C	Gordon Flesch Co.
EE 2	Airline Ticket Agent	C	Gordon Flesch Co.
HH 7	Ambulance Driver	C	Gordon Flesch Co.
HH 8	Audio-Engineer	C	Gordon Flesch Co.
FF16	Auto Body Worker	C	Gordon Flesch Co.
EE21	Baker	C	Gordon Flesch Co.
R8	Bank Teller & Clerk-A Career	FSCA	Ike Films
EE22	Barber	C	Gordon Flesch Co.
EE23	Bartender	C	Gordon Flesch Co.
R17	Basic Biological Science	FSCA	University of Utah
R14	Behavioral Disorders	FSCA	University of Utah
HH 9	Bindery Worker	C	Gordon Flesch Co.
GG11	Brickmason & Stonemason	C	Gordon Flesch Co.
EE24	Bridge & Tunnel Officer	C	Gordon Flesch Co.
S12	Business Administration, Careers in Part I	FSCA	Pathescope
S13	Business Administration, Careers in Part II	FSCA	Pathescope
FF17	Business Technician	C	Gordon Flesch Co.
EE25	Butcher & Meat Cutter	C	Gordon Flesch Co.
FF18	Candymaker	C	Gordon Flesch Co.
GG12	Carpenter	C	Gordon Flesch Co.
EE 3	Car Salesman	C	Gordon Flesch Co.
R11	Chemistry	FSCA	University of Utah
EE 4	Collection Man	C	Gordon Flesch Co.
HH10	Commercial Fisherman	C	Gordon Flesch Co.
GG13	Commercial Painter	C	Gordon Flesch Co.
S4	Computers, Careers in Part I	FSCA	Pathescope
S5	Computers, Careers in Part II	FSCA	Pathescope
S14	Construction, Careers in Part I	FSCA	Pathescope
S15	Construction, Careers in Part II	FSCA	Pathescope
FF1	Cook	C	Gordon Flesch Co.
R7	Cosmetologist-A Career	FSCA	Ike Films
HH13	Dairyman	C	Gordon Flesch Co.
EE5	Data Processor	C	Gordon Flesch Co.
GG14	Demolition Man	C	Gordon Flesch Co.
GG15	Derrick Operator	C	Gordon Flesch Co.
HH14	Disc Jockey	C	Gordon Flesch Co.
GG16	Draftsman	C	Gordon Flesch Co.
HH15	Drayman	C	Gordon Flesch Co.
T2	Education, Careers in Part I	FSCA	Pathescope
T3	Education, Careers in Part II	FSCA	Pathescope
GG17	Electrician	C	Gordon Flesch Co.
FF19	Electronics Technician	C	Gordon Flesch Co.
FF20	Engine Specialist	C	Gordon Flesch Co.
T6	Engineering, Careers in Part I	FSCA	Pathescope

T7	Engineering, Careers in Part II	FSCA	Pathescope
FF21	Exhaust & Cooling Specialist	C	Gordon Flesch Co.
FF22	Final Assembler	C	Gordon Flesch Co.
FF2	Fireman	C	Gordon Flesch Co.
GG18	Floor-Covering Man	C	Gordon Flesch Co.
FF23	Food Processor	C	Gordon Flesch Co.
FF24	Foundry Worker	C	Gordon Flesch Co.
HH16	Furniture Finisher	C	Gordon Flesch Co.
FF3	Gardener	C	Gordon Flesch Co.
FF25	Garment Cutter	C	Gordon Flesch Co.
GG19	Gas Lineman	C	Gordon Flesch Co.
EE6	Gas Station Salesman	C	Gordon Flesch Co.
GG1	Glassblower	C	Gordon Flesch Co.
GG20	Glazier	C	Gordon Flesch Co.
EE 7	Grocery Checker	C	Gordon Flesch Co.
FF 4	Hairdresser	C	Gordon Flesch Co.
S18	Health Services, Careers in Part I	FSCA	Pathescope
T1	Health Services, Careers in Part II	FSCA	Pathescope
GG21	Heavy Machine Operator	C	Gordon Flesch Co.
GG22	HVAC Man	C	Gordon Flesch Co.
EE 8	Industrial Mailroom Clerk	C	Gordon Flesch Co.
EE 9	Insurance Salesman	C	Gordon Flesch Co.
GG23	Ironworker & Cement Mason	C	Gordon Flesch Co.
S2	Journalism, Careers in Part I	FSCA	Pathescope
S3	Journalism, Careers in Part II	FSCA	Pathescope
GG24	Laminate Man	C	Gordon Flesch Co.
S8	Law Enforcement, Careers in Part I	FSCA	Pathescope
S9	Law Enforcement, Careers in Part II	FSCA	Pathescope
R9	Learning Disabilities	FSCA	University of Utah
HH17	Linotype Operator	C	Gordon Flesch Co.
GG 2	Locksmith	C	Gordon Flesch Co.
GG 3	Machinist	C	Gordon Flesch Co.
FF 5	Mail Carrier	C	Gordon Flesch Co.
R16	Mathematics	FSCA	University of Utah
EE10	Menswear Salesman	C	Gordon Flesch Co.
R13	Mental Retardation	FSCA	University of Utah
EE11	Messenger	C	Gordon Flesch Co.
HH19	Meter Reader	C	Gordon Flesch Co.
GG25	Millwright	C	Gordon Flesch Co.
FF 6	Mortician	C	Gordon Flesch Co.
HH11	Musician	C	Gordon Flesch Co.
HH20	Negative Assembler	C	Gordon Flesch Co.
S6	Nursing, Careers in Part I	FSCA	Pathescope
S7	Nursing, Careers in Part II	FSCA	Pathescope

T10	Our Air	FSCA	University of Utah
T11	Our Land	FSCA	University of Utah
T9	Our Water	FSCA	University of Utah
T12	Our Wildlife	FSCA	University of Utah
FF 7	Parking Attendant	C	Gordon Flesch Co.
GG 4	Patternmaker	C	Gordon Flesch Co.
R12	Pharmacy	FSCA	University of Utah
GG 5	Photo Technician	C	Gordon Flesch Co.
R10	Physics	FSCA	University of Utah
GG 6	Plastics Worker	C	Gordon Flesch Co.
HH21	Platemaker	C	Gordon Flesch Co.
HH 1	Plumber	C	Gordon Flesch Co.
FF 8	Police Officer	C	Gordon Flesch Co.
FF 9	Presser	C	Gordon Flesch Co.
EE12	Retail Clerk	C	Gordon Flesch Co.
HH 2	Roofer	C	Gordon Flesch Co.
EE13	Room Clerk	C	Gordon Flesch Co.
EE14	Routeman	C	Gordon Flesch Co.
S10	Sales, Careers in Part I	FSCA	Pathescope
S11	Sales, Careers In Part II	FSCA	Pathescope
FF10	Security Guard	C	Gordon Flesch Co.
R18	Sensory Impaired	FSCA	University of Utah
S1	Service Station Attendant-A Career	FSCA	Ike Films
HH 3	Sheet Metal Worker	C	Gordon Flesch Co.
EE15	Shipping & Receiving Clerk	C	Gordon Flesch Co.
FF11	Shoemaker	C	Gordon Flesch Co.
FF12	Sign Painter	C	Gordon Flesch Co.
R15	Speech Pathology & Audiology	FSCA	University of Utah
HH 4	Steamfitter	C	Gordon Flesch Co.
GG 7	Stillman	C	Gordon Flesch Co.
EE16	Stock Manager-Clerk	C	Gordon Flesch Co.
EE18	Supply Clerk	C	Gordon Flesch Co.
EE17	Supply Clerk/Counterman	C	Gordon Flesch Co.
HH23	Tailor	C	Gordon Flesch Co.
HH24	Taxi Driver	C	Gordon Flesch Co.
HH25	Telephone Repairman	C	Gordon Flesch Co.
HH12	Television Floorman	C	Gordon Flesch Co.
FF13	Television Repairman	C	Gordon Flesch Co.
GG 8	Tire Recapper	C	Gordon Flesch Co.
GG 9	Tool & Die Maker	C	Gordon Flesch Co.
EE19	Trade Salesman	C	Gordon Flesch Co.
EE20	Traffic Agent	C	Gordon Flesch Co.
HH22	Trainman & Engineer	C	Gordon Flesch Co.
S16	Transportation, Careers in Part I	FSCA	Pathescope
S17	Transportation, Careers in Part II	FSCA	Pathescope
HH18	Truck Driver	C	Gordon Flesch Co.
FF14	Waiter	C	Gordon Flesch Co.
GG10	Watchmaker	C	Gordon Flesch Co.
HH 5	Welder	C	Gordon Flesch Co.
T8	What Kind of World?	FSCA	University of Utah
FF15	Window Washer	C	Gordon Flesch Co.

FILMSTRIP AND CASSETTE PRODUCERS

Olympus Research Corp.
955 East 9th South
Salt Lake City, Utah 84102

Eyegate House, Inc.
Jamaica, N.Y. 11435

Singer, SVE
Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

U. S. Dept. of Labor
General Services Adm.
National Audiovisual Center
Washington, D.C. 20409

Education Progress Corp.
8538 E. 41st Street
Tulsa, Oklahoma 74145

Vocational Education Productions
California State Polytechnic College
Sal Luis, Obispo, California 93401

Imperial International Learning Corp.
Box 548
Kankakee, Illinois 60901

Bowmar
622 Rodier Drive
Glendale, California 91201

Eastman Kodak Company
343 State Street
Rochester, New York 14650

Gateway Technical Institute
3520 - 30th Avenue
Kenosha, Wisconsin 53140

Accoustifone Corporation
8954 Comanche Avenue
Chatsworth, California 91311

Western Wisconsin Technical Institute
6th and Vine Streets
La Crosse, Wisconsin 54601

Educational Dimensions Corp.
Box 146
Great Neck, New York 11023

Nicolet College & Technical Institute
Highway G South
Rhinelander, Wisconsin 54501

Hospital Council of Greater Milwaukee Area
9800 West Bluemound Road
Milwaukee, Wisconsin 53226
%Sylvia Liebl, Health Manpower Coordinator

University of Utah
%Mr. Herald L. Carlston, Director
Placement & Career Information Center
Salt Lake City, Utah 84112

United States Office of Education
400 Maryland Ave. S.W.
Washington, D.C. 20000

Film of the Month Club
355 Lexington Avenue
New York, N.Y. 10017

Popular Science Audiovisual Inc.
355 Lexington Avenue
New York, New York 10017

Waukesha County Technical Institute
800 Main Street
Pewaukee, Wisconsin 53702

Gordon Flesch Company, Inc.
Educational Resource Center
225 West Beltline Highway
Madison, Wisconsin 53713

Ike Films
P.O. Box 91
Buchanan, Michigan 49107

Pathescope Educational Films, Inc.
71 Weyman Avenue
New Rochelle, New York 10802

APPENDIX II

SIXTH AND VINE STREETS LA CROSSE, WISCONSIN 54601

western wisconsin technical institute

CHARLES G. RICHARDSON, DISTRICT DIRECTOR • TELEPHONE 608-782-6238

Dear Colleague:

This is to inform you of the return of the Career Mobile to your school on . It will remain to serve you and your students until

The Career Mobile has been remodeled and its services greatly expanded to serve you better. Plan to use the Career Mobile as it best fits the needs of your school and community. Our experience indicates that those schools who best prepare their students, faculty, and community derive maximum benefits from the visit of this unit.

This letter will also serve to introduce Mr. Bill Schenk, who has replaced Mr. Loerch as Career Technician. Mr. Schenk is a University of Wisconsin-La Crosse graduate and he has had experience in working with young people. Please extend Mr. Schenk the same fine assistance you gave Mr. Loerch.

We again offer you the service of the Career Education Consultant of Western Wisconsin Technical Institute. Mr. Hal Kumbier has an extensive background and considerable experience in Career Education, and last year he presented In-Service Programs to over 1,000 faculty members in 15 schools in the District. You may schedule an In-Service Program to meet your needs by a simple phone call or letter to Mr. Kumbier (608) 782-6238, extension 182.

May we invite you to visit this unit while it is visiting a nearby school. It will be at during the week of and at from to . We are certain that such a visit will assist you in planning to get the maximum use of the Career Mobile while it is in your community.

A copy of the current list of audiovisual materials available in the Career Mobile is enclosed, as well as the 1973-74 schedule of visitation of this unit throughout the district. Please distribute the enclosed brochures to your staff and students. The Career Mobile has been developed to be of service to your school. Your planning for the use of this unit in conjunction with the programs of your school will determine its value to your students.

If you desire additional information or materials, please contact Mr. Schenk or write to us.

Sincerely,

William H. Campbell
Project Director

H. R. Kumbier
Project Coordinator

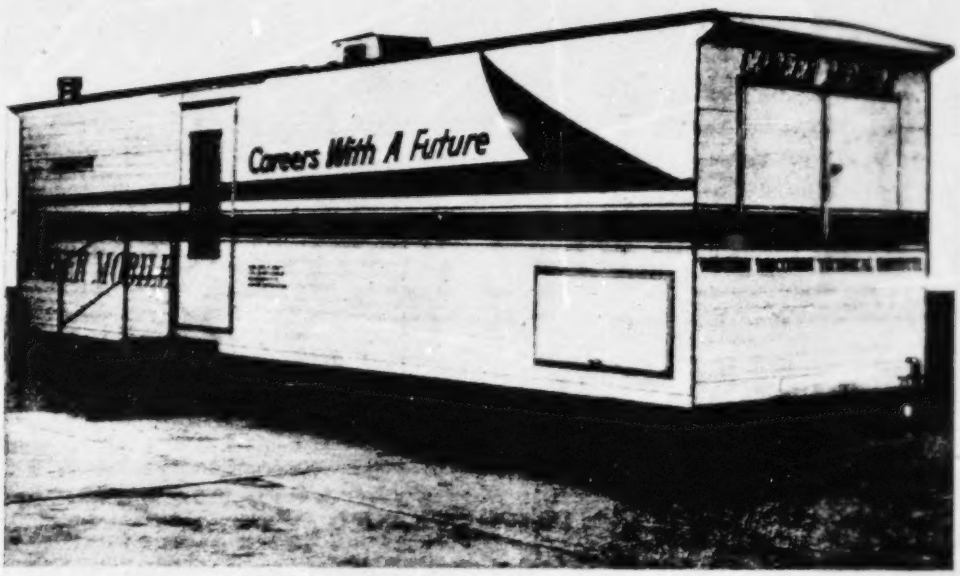
Lee Loerch
Project Coordinator

WHC/HRK/LL/jz

Enclosures

BROCHURE

THE *CAREER MOBILE*



A *Career* PLANNING SERVICE FOR STUDENTS, ADULTS AND SCHOOLS

VOCATIONAL, TECHNICAL & ADULT EDUCATION DISTRICT 2

A joint project wherein the Federal Government and the Student Services Division of Western Wisconsin Technical Institute bring the people of District 2 a unique and useful guidance service — the Career Mobile.

WHAT IS IT?

The Career Mobile is a self-contained 8' x 28' trailer unit housing a library of filmstrip-sound cassette career information for youth and adults. It is developed by Western Wisconsin Technical Institute to be used by individuals to study, self-evaluate and relate themselves to the *future* and the changing demands of the world of work.

WHO CAN USE IT?

Schools, youth and adults of the area served by Western Wisconsin Technical Institute.

WHAT DOES IT CONTAIN?

1. 5 study carrels equipped with auto advance cassette filmstrip units.
2. A group guidance area for 3 to 5 persons.
3. 16 mm film and sound filmstrip projection equipment.

4. An extensive library of sound filmstrips containing material for self-understanding and career information on many occupations.

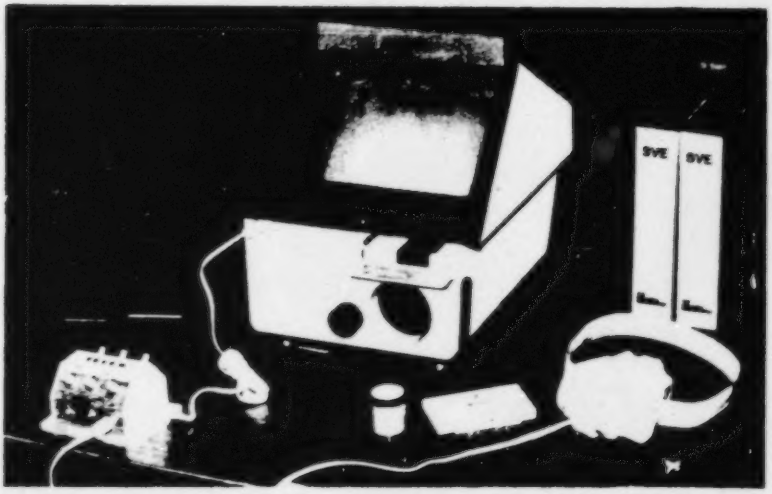
5. A sound filmstrip series of all programs available at Western Wisconsin Technical Institute.

6. A career exploration kit.

7. An extensive library of printed educational and career information.

8. A career technician to assist in the use of the Career Mobile by schools and students and to develop additional audiovisual materials to meet the local and regional needs for career information.

9. Professional materials related to career education for counselors and teachers.



The Career Mobile will be scheduled to visit your school soon. Contact your guidance counselor or principal for the dates. Use it to obtain the information you need about the many "Careers with a Future."

CAREER MOBILE

Sponsored by:

Western Wisconsin Technical Institute
La Crosse Wisconsin
Charles G. Richardson, District Director
William H. Campbell, Project Director, Administrator of Student Personnel Services

This project jointly funded by VTAE District 2 and Part D Exemplary, 1968 Amendments to Vocational Education Act of 1963.

VOCATIONAL, TECHNICAL, COLLEGE, WORK . . .
WHAT ARE YOU GOING TO DO?

THE CAREER MOBILE IS COMING!

FROM: **WESTERN WISCONSIN TECHNICAL INSTITUTE**
and can help you no matter where you're headed.

"THIS INFO IS BETTER THAN ANY FORTUNE... COOKIE"
COME IN... SHOOT THE BREEZE
"WHICH CAREER WILL YOU CHOOSE TOAD HOPPER... CAN YOU CHOOSE WISELY?"

.WHAT: Cassettes, Sound Filmstrips, Comic Books "YIPPEE"

.WHEN:

.WHERE:

.HOW: Career Programs Through the Use of Audio-Visual Equipment and Through the Wonders of Modern **TECHNOLOGY**

.WHY: To Help You Explore and Choose Any Career

ADMISSION: **FREE** — Even for Teachers
(What A Rip-Off)

APPENDIX III

CAREER MOBILE — STUDENT EVALUATION FORM

School _____ Grade ____ Date _____ M or F

Did you know about the Career Mobile before its visit here? Yes ☐ No ☐

How many times have you visited the Mobile this week? 1 2 3 4 5 Over 5

Was the attendent helpful? Yes ☐ No ☐ (Any Comments?) _____

_____

Was anything unsatisfactory? Yes ☐ No ☐ What? _____

_____

Any very poor programs? (List Location Numbers) _____

Did you have enough time? Yes ☐ No ☐

THIS PART GOES TO YOUR SCHOOL.

Name _____ Grade _____

What programs would you like to see if you had more time? (List either titles or numbers) _____

_____

What careers would you like to learn about? _____

_____

SCHEDULE IV

CAREER MOBILE SCHOOL EVALUATION FORM

(To be completed following the visit of the Career Mobile at your school)

School Name_____

This evaluation will help us serve you better. It is a means for you to offer your professional suggestions, evaluations and comments of the service of the Career Mobile. We appreciated your comments following our previous visit, and we have incorporated a large number of your suggestions into the 73-74 Career Mobile. Please help us again. Thank you.

1. How did the schedule fit in with your school year? Did you have to make any adaptations to fit the unit to your school schedule or organizations? Please explain.

2. Was our publicity adequate? What did you do at your school to publicize the Career Mobile?

3. Trailer Comfort.

4. Equipment. (adequacy and operation)

5. Media:
   a. Any particularly outstanding programs?
   b. Any particularly irrelevant programs?
   c. What software additions can you suggest? (title and producer, if possible)

6. Services:
   a. To Students.

   b. To Counselors.

   c. To Teachers.

7. Student Reactions.

8. Do you expect the Area Career Centers to complement the Career Mobile's services? How can they best do this?

9. What additional Career Education assistance might WWTI provide for you?

10. In view of the establishment of the Area Career Centers, do you feel the Career Mobile continues to be a vital service? Please explain.

11. Talk to us. (Any general or specific comments or suggestions)

Signed_____

Title _____

SCHEDULE V

CAREER MOBILE EVALUATION COUNSELOR RESPONSE

1. What grade level students visited the Career Mobile at your school? K-12_____ 7-12_____ 9-12_____ 10-12_____ Other_____

2. Do you feel the Career Mobile visit increased your students' interest in careers and career research? Yes_____ No_____

3. If yes, how long did this increased interest last? 1-2 weeks_____ 2-4 weeks_____ 1-2 months_____ More than 2 months_____

4. Did your school use the in-service presentation? Yes_____ No_____

5. Have you noticed any positive changes in the attitudes, interest, or classroom responses of teachers toward students' selection of careers that may have resulted from the visit of the Career Mobile at your school? Yes_____ No_____

6. Do you think the Career Mobile's main strength is in: the audiovisual format_____ the services of the counselor-technician_____ the inservice presentation (if applicable)_____ the total package_____

7. What effect do you think the establishing of the five career centers will have on your need for the service of the Career Mobile next Year? (All AV materials in the Career Mobile will be available in these centers for your use) (Check all that apply)

   _____1. The Career Mobile will no longer be needed to serve our students.

   _____2. The Career Mobile will be needed for a shorter period of time at our school next year.

   _____3. The Career Mobile will be needed for about the same amount of time as this year.

   _____4. The Career Mobile will be needed for a longer period of time in our school next year.

   _____5. The Career Centers will be needed to sustain the career related interests of students aroused by the visit of the Career Mobile.

8. What further information services do you consider it important that the Career Mobile and/or Career Centers provide for you and your students? Rate each item: 1-essential, 2-desirable, or 3-not necessary.
   ( ) extensive printed materials
   ( ) more A-V productions
   ( ) extensive in-service help for teachers and administrators
   ( ) consultant for career education
   ( ) file of worker contacts for students to interview
   ( ) file of contacts for work-place visits
   ( ) lists of part-time jobs and related careers
   ( ) close contacts with college, technical school, and military opportunities

9. How do you plan to use the Career Mobile on its next visit to your school?

10. What comments and suggestions can you make to help improve the Career Mobile services?

CAREERMOBILE EVALUATION COUNSELOR RESPONSE

1972-73

Western Wisconsin Technical Institute

The Careermobile, an audiovisual guidance information unit, served 32 high schools and over 16,000 secondary school students during the 1972-73 school year.

The following report is a summation of the responses of the counselors of the secondary schools of the Western Wisconsin Technical Institute District #2 served by this Careermobile. Those schools visited after April 15, 1973, were not included in this survey. The questionnaire was sent to each counselor in the school, and some dual responses were received. Thirty-one of 37 counselors replied, for a follow-up percentage of 88%, and 26 of the 28 schools replied.

Table I indicates the grade level of use by the individual school:

Grade	Number	Percent
7-12	9	33%
9-12	9	33%
10-12	5	19%
K-12	4	14%

Although the Careermobile was designed primarily for secondary school students, it was found that it was very valuable in stimulating the career interests of upper elementary and junior high youth in those instances where it was used at the lower elementary levels. The professional responses were also positive. Of the 26 counselors reporting, 96% reported that it increased the interest and career awareness of the students.

If an increased interest was stimulated through the use of the audio-visual career materials in the Careermobile, it was of further interest to determine how long this stimulus affected the students' interests. Table II indicates that 41% of the counselors felt that this influence lasted longer than two months.

Table II: How long did the interest of students last?

Time	Number	Percent
1-2 weeks	3	11%
2-4 weeks	9	34%
1-2 months	2	7%
Over 2 months	11	41%
Not determined	2	7%

It is to be noted further that 75% of all counselors felt the effect of this type of career information lasted one month or longer.

Following an offer by the District Director, Mr. C. G. Richardson, to the administrators of the school districts to use the services of the Career Consultant, 16 school districts used his services for inservice programs on career education. A program of orientation and implementation of career education using the USOE sound slide series was presented to over 1,000 elementary and secondary school teachers in the district.

It was also of interest to determine if the attitudes, interests, and classroom responses of teachers were affected by the Careermobile visit. Forty-one percent of the counselors indicated that there were positive changes, while 44% indicated no noticeable difference; 15% reported that they were uncertain.

The counselors' responses to the major strengths of the Careermobile indicated that they favored the total package of the unit, the AV materials and the AV technician. These responses are indicated in Table III. (Some dual responses are reported.)

Table III: Strengths of Careermobile project:

	Number	Percent
1. A.V. Format	10	33%
2. Service of AV Technician	3	10%
3. Inservice presentations	0	0
4. Total package	17	57%
	30	100%

As Western Wisconsin Technical Institute District has been in the process of establishing five career centers, it is of value to determine how these centers will affect the demand for and use of the Careermobile. Table IV indicates that the counselors feel that the centers will serve as a strong support for the services of the Careermobile. The question further indicated that the small schools with secondary enrollments of 300-450 needed the services of the Careermobile for the same time as in 1972-73, while the larger schools requested additional services.

Table IV: (Dual response recorded)	Number	Percent
1. No need for Careermobile	0	0
2. Needed for a shorter period	0	0
3. Need about the same amount of time	15	35%
4. Needed for a longer period	10	23%
5. Career centers needed to sustain interest	17	40%
6. Centers impractical	1	2%
	43	100%

The most important part of the questionnaire was to determine the types of services that the Careermobile and/or the career centers provide to the schools of the district. Table V indicates those services which the counselors feel are: (1) Essential; (2) Desirable; (3) Not Necessary; (4) No Response.

Table V: Services Desired

	Essential		Desirable		Not Necessary		No Response		
	No.	%	No.	%	No.	%	No.	%	
1. Extensive printed materials	5	19%	15	56%	4	15%	3	10%	100%
2. More AV materials	17	63%	9	33%	1	4%	0	0	100%
3. Extensive career education inservice	5	19%	12	44%	7	27%	3	10%	100%
4. Consultant on career education	12	44%	12	44%	2	8%	1	4%	100%
5. File of worker contacts	6	22%	13	49%	5	19%	3	10%	100%
6. File of work place visits	7	27%	16	57%	2	8%	2	8%	100%
7. List of part-time jobs	9	33%	13	49%	3	10%	2	8%	100%
8. Close contacts with colleges, technical institutes and the military	5	19%	16	57%	2	8%	4	15%	99%

The follow-up was concluded by two open-ended questions to encourage the response of the counselors, and to provide an opportunity for professional recommendations for modification on improvement of the project.